



Lemmings – Innovative computer puzzle tastes global success

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JACKIE BIRD (NEWS ANCHOR):

The computer games giant Nintendo has commissioned a Scottish company to develop the games for their latest generation of home computer.

And the contract could mean millions of pounds and new jobs for Dundee, as Neil Mudie reports.

NEIL MUDIE:

The computer game Lemmings guaranteed the success of DMA Design. Times are already pretty good, as the matching Mercedes in the car park testify.

But even for such a prosperous company, the Nintendo deal is the big one.

DAVID JONES:

I think it is, yes. With Nintendo behind the actual sales of the game – Nintendo have a huge worldwide market. And especially being a new system, which most people are quite excited about, then I would say it would probably be bigger than the actual Lemmings game, yes.

NEIL MUDIE:

The success of DMA lies in the fact that all their young designers don't just have brains, they have a sense of fun and enjoy playing the games they create.

David Jones who established the company with redundancy money from Timex, about six years ago, still gets a kick out of Lemmings.

Nintendo have likened him to the Steven Spielberg of computer games. And intend to launch their new products on the American market in around 12 months' time.

The company will share the copyright on any games with Nintendo. And so, should they produce a worldwide hit such as Super Mario or Street Fighter 2, the earning potential could run into tens of millions of pounds.

Neil Mudie, Reporting Scotland, Dundee.